



POLITICAL ADVERTISING DISCLOSURE STATEMENT

OF

**WRTV TELEVISION
INDIANAPOLIS, INDIANA**

WRTV

Political Advertising Time Policies

The following sets forth the policies and practices of WRTV regarding the sale of time to political candidates. It is intended for the sole purpose of complying with the rules of the Federal Communications Commission, and is not a contract for the sale of advertising time.

1. Applicability: These policies apply only to legally qualified candidates for public office, or their authorized campaign organizations, to promote their candidacy. They are not applicable to political action committees or non-candidate issue advertising.

2. Access: Reasonable access will be provided to all legally qualified federal candidates before primary and general elections. While candidates may request specific programming and the station will negotiate specific requests, the Station reserves the right to determine the amount of time and program availability to particular candidates.

3. Identification: All political advertising spots must contain visual sponsorship identification in letter equal to at least 4% of the screen height and which are on the air for at least four seconds. The FCC has determined 4% to be equal to 20 scan lines. None of the words in the ID may be abbreviated. Ads must be submitted to the Station prior to broadcast for screening purposes to determine compliance with this requirement.

Pursuant to the Bipartisan Campaign Reform Act of 2002, no federal candidate will be offered the station's lowest unit charge unless the candidate provides the station with a certification acceptable to the station that the candidate (and any authorized committee of the candidate) has not and will not make any direct reference to another candidate for the same office in any broadcast unless the broadcast complies with Section 315(b)(2)(C) of the Communications Act as amended by the Bipartisan Campaign Reform Act of 2002. This certification must be received before any purchase during a Pre-Election Window if the candidate intends to receive statutory lowest unit charge benefits and should be provided with the first order whenever possible.

For a federal candidate to receive lowest unit charge, all advertisements that refer to opposing candidates must contain a printed statement that is displayed with a candidate picture. The printed statement must identify the candidate, state that the candidate approved the broadcast, and state that the candidate and/or the candidate's authorized committee paid for the broadcast.

4. Orders: Orders for political time will not be considered for clearance until the following have been provided:

- a) Completed and signed Agreement Form for Political Candidates.
- b) Net cash-in-advance payment.
- c) Where the purchase is made by a corporation, committee, association or other group, a list of the entities' chief executive committee or board of directors.

- d) All political advertisers must provide complete information concerning the entity or individual who is paying for the advertisement, including the identity of its chief executive officers or members of its executive committee or board of directors. Candidates must provide the name of the treasurer of their authorized committees.
- e) Where doubt exists, satisfactory proof that the candidate is “legally qualified”, as that term is defined by the FCC.
- f) Where doubt exists, satisfactory proof that the purchaser is authorized to buy time for the candidate.
- g) Advance orders for schedules of political advertising will be subject to reconfirmation 30 days preceding start of schedule.
- h) Commercials, along with written instructions for their use, should be submitted to the station as soon as possible to ensure proper placement. Commercials can be delivered on beta tape or electronically through DG, Extreme Reach or EZ spot. WRTV can run certain HD commercials with details available upon request. Changes to instructions should be in writing to the station (by letter, fax or email) prior to expected change. Commercials should be received in sufficient time to permit confirmation of compliance with sponsorship identification requirements and with broadcast technical standards.
- i) Deadlines for all commercial material, time orders, and contract changes are as follows (the station does not maintain staff on the weekend prior to the election)

3pm Thursday	Sunday Log
12pm Friday	Monday Log
12pm Monday	Tuesday Log
12pm Tuesday	Wednesday Log
12pm Wednesday	Thursday Log
12pm Thursday	Friday Log
3pm Thursday	Saturday Log

- j) Confirmation of broadcast or changes to schedules as ordered will be sent to the political advertiser, and placed in the Station’s Public Inspection File and will be available for inspection as outlined by the Station.

For Traffic **questions** please contact the following: Diane Houpt
 Traffic Manager
 317-269-1418
copy@wrtv.com

All Traffic **instructions** should be sent to: copy@wrtv.com

All commercial tapes should be sent to:

WRTV
1330 North Meridian
Indianapolis, IN 46202
Fax: 317-269-1400

5. Production: WRTV does not have commercial production services available to political advertisers.

6. Availabilities:

- a) Legally qualified candidates may purchase time on the basis of any class set forth on the attached chart subject to availabilities. The base availability is a 30 second ad. Ad time is available in other lengths such as :10, :15, :60, :90 and :120 seconds.
- b) Candidates should be aware that, unless a contrary result is demanded by statutory requirements, orders for the purchase of time made after 3pm on the Thursday preceding Election Day may not be filled due to lack of availabilities. The earlier an order is placed, the greater the scheduling option will be. WRTV reserves the right to accept advertising beyond normal deadlines and will advise legally qualified candidates when those changes occur.
- c) The Station will place all orders as to day and time, subject to availabilities. Due to potential “equal opportunities” obligations for opposing candidates, certain timeperiods may be unavailable for candidates in other races.
- d) The Station reserves the right to recapture spot time sold to a candidate to meet equal opportunities or reasonable access requirements of the Communications Act of 1934, as amended. If spot time is recaptured by the Station, the candidate will be advised as soon as practicable and an appropriate refund will be issued.
- e) Request for program time, including lengths of 28:25 and 58:25 minutes, will be considered on an individual basis. No promotional announcements will be scheduled to promote political programs unless purchased separately by candidate.

7. Rates:

- a) Rates fluctuate on a daily basis according to class of time ordered. Quoted rates from availability requests are for 30 second ads. Rates for other lengths will be quoted upon request.
- b) Each separate class of time is offered to candidates at its lowest unit charge: the lowest clearing rate of the particular class of time ordered by the candidate for the timeperiod when the ad is broadcast during the 45 or 60 day window before a primary or general election. The Station will provide its best, good faith estimate of the lowest unit charge for each class upon request.

c) The Station reserves the right to designate the rates at which preemption will occur. The Station will provide its best, good faith estimate of the likelihood preemptions at specified rate levels upon request.

d) During the time period outside of the 45 and 60 day pre-election windows, legally qualified candidates may purchase advertising time at the then-current effective selling rate for the class of time desired, subject to availability and preemption.

8. Rebates: In the event a particular class of advertising time for a specified timeperiod is broadcast during the 45 and 60 day pre-election window, reflecting a rate lower than the rate paid by the candidate for the same class of time and timeperiod, the candidate will be afforded the benefit of the lower rate, either by way of a timely rebate or as a credit against future purchases, net of agency commission.

9. Makegoods: The Station will use its best efforts to provide makegood spots prior to the election for candidate “use” spots that are preempted due to technical problems or because of the nature of the time purchased. Although the Station’s policy is to offer all candidates makegoods before the election, it cannot guarantee to any advertiser that the makegoods can be provided in the timeperiod or rotation originally ordered. If inventory constraints preclude such identical scheduling, the Station will offer makegoods of equivalent value. If these are not acceptable to the advertiser, the Station will provide credits or refunds of preempted spots.

10. Packages: Combinations of classes are available. Each ad ordered will reflect the appropriate class of time for the lowest unit charge purposes. The Station will allocate rates for each ad in the package for each class. Packages and volume discounts outside of the 45 and 60 day pre-election windows are negotiable. Packages shall be made available upon request.

11. Underdelivery: It is not the Station’s policy to guarantee rating point or demographic target delivery on any particular program or combination of programs for any advertiser. Should cumulative actual delivery for an entire schedule of advertising for a particular advertiser reflect a level below 90% of pre-negotiated gross household rating point or demographic target level, the Station will air additional spots at no additional charge to adjust the actual delivery to the 90% level within the advertiser’s specified flight dates. Given election timetables, it is normally not feasible for candidates to obtain this type of adjustment. We do not offer any other adjustments including cash rebates.

12. Classes of Time:

Fixed, Non-Preempt (NOPRE): Ads scheduled to air at the Station’s discretion in the particular program, time period or daypart specified by the advertiser. These ads may not be preempted in favor of any other class of time, and will air as scheduled absent program changes, or technical difficulties. Preemption level at 0%.

Preemptible (P1): Ads scheduled to air at the Station's discretion in the particular program, time period or daypart specified by the advertiser. These ads have a high level of protection. Preemption level at 25%.

Preemptible (P2): Ads scheduled to air at the Station's discretion in the particular program, time period or daypart specified by the advertiser. These ads have a moderate level of protection. Preemption level at 50%.

Preempt (P3): Ads scheduled to air at the Station's discretion in the particular program, time period or daypart specified by the advertiser. Preemption level at 75%.

PRE: Immediate preempt and paid programming. Preemption level at 95%

ROT: Ads scheduled to air at the Station's discretion in a broad rotator crossing time periods and/or dayparts without specific programs specified by the advertiser. These ads may be preempted in favor of NOPRE, P1, P2, P3, P4, PRE class spots. Level of preemption is 95%.

Other Classes: The Station offers "Direct Response" ads which are scheduled to air at the Station's discretion in the particular program, timeperiod or daypart specified by the advertiser. Makegoods are not available. Rates and other conditions of use are available upon request.

For more information and questions concerning the policies outlined in this disclosure should be directed to:

Jennifer Hyslop
National Sales Manager
WRTV
Phone: 317-269-1425
jennifer.hyslop@wrtv.com

This policy is subject to change.